LEO BURNETT COMPANY, *Inc.*

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Another adventure from the world of new BASIC pipe tobacco.

SHE: I love men with blue eyes.
HE: You're cute.

SHE: Specially when they smoke Basic pipe tobacco.
HE: You're beautiful.

SHE: Aren't I mature for seventeen?
HE: I never saw you before in my life.

Aromatic, irresistible . . . it's BASIC.

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